

# ORDER



**Orders**  
**Order / Rev:** 710513  
**Alt Order #:** 06300517  
**Product Desc:** ALLI.FOR BETTER MN  
**Estimate:** 1595  
**Flight Dates:** 09/18/12 - 09/24/12  
**Original Date / Rev:** 08/29/12 / 08/29/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** New Media Firm, The/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1322 G Street SE  
 Washington, DC 20003

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Alliance for A Better Minnesota  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Non Ballot  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	34	\$34,000.00	\$28,900.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	34	\$34,000.00	\$28,900.00	0.00
<b>Totals</b>	<b>34</b>	<b>\$34,000.00</b>	<b>\$28,900.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	23%	\$34,000.00
Market	100%	\$147,826.09

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	11%	\$16,260.87
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	3%	\$4,434.78
KSTP	20%	\$29,565.22
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	1%	\$1,478.26
WCCO	39%	\$57,652.17
WFTC	3%	\$4,434.78

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 Estimate: 1595

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	09/21/12	09/21/12	M-F 3-4p DR OZ	CM	3-4p	----F--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
DR. OZ<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$450.00		0.00			
E 2	KARE	09/21/12	09/21/12	M-F 4-430p KARE 11 4 News	CM	4-430P	----F--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
KARE11NEWS@4PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$400.00		0.00			
E 3	KARE	09/21/12	09/21/12	M-F 6-630p KARE 11 6 News	CM	6-630p	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
KARE11NWS-6<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$2,000.00		0.00			
E 4	KARE	09/21/12	09/21/12	Today Show Today Show	CM	7-9a	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$800.00		0.00			
E 5	KARE	09/24/12	09/24/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-----	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
KARE11NWS-10<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$2,750.00		0.00			
E 6	KARE	09/24/12	09/24/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$800.00		0.00			
E 7	KARE	09/24/12	09/24/12	M-F 2-3p The Doctors	CM	2P-3P	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$300.00		0.00			
E 8	KARE	09/24/12	09/24/12	M-F 4-430p KARE 11 4 News	CM	4-430P	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
KARE11NEWS@4PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$400.00		0.00			
E 9	KARE	09/24/12	09/24/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
KARE11NWS-5<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$2,000.00		0.00			
E 10	KARE	09/24/12	09/24/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$1,800.00		0.00			
E 11	KARE	09/24/12	09/24/12	Today Show Today Show	CM	7-9a	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$800.00		0.00			
E 12	KARE	09/24/12	09/24/12	M-F 9-10a TODAY	CM	9-10a	M-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$350.00		0.00			
E 13	KARE	09/22/12	09/22/12		CM	5-530P	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00

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 Estimate: 1595  
**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat 5-530p KARE 11 5 News Sa KARE11 NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12    09/23/12    -----S-            1    \$850.00    0.00															
E 14	KARE	09/22/12	09/22/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
KARE11 NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12    09/23/12    -----S-            1    \$750.00    0.00															
E 15	KARE	09/23/12	09/23/12	MN Bound MN Bound	CM	1105P-1135P	-----S	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
MINN BOUND <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12    09/23/12    -----S            1    \$1,100.00    0.00															
E 16	KARE	09/23/12	09/23/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
KARE11 NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12    09/23/12    -----S            1    \$1,100.00    0.00															
E 17	KARE	09/20/12	09/20/12	M-F 10-1035p KARE News 10p	CM	10-1035P	---T---	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
KARE11NWS-10< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12    09/23/12    ---T---            1    \$2,750.00    0.00															
E 18	KARE	09/20/12	09/20/12	Tonight Show Tonight Show	CM	1035pm-1135pm	---T---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TONITE SHW-NBC< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12    09/23/12    ---T---            1    \$800.00    0.00															
E 19	KARE	09/20/12	09/20/12	M-F 2-3p The Doctors	CM	2P-3P	---T---	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
DOCTORS< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12    09/23/12    ---T---            1    \$300.00    0.00															
E 20	KARE	09/20/12	09/20/12	M-F 430-5p Jeopardy	CM	430-5P	---T---	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
JEOPARDY< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12    09/23/12    ---T---            1    \$900.00    0.00															
E 21	KARE	09/20/12	09/20/12	Today Show Today Show	CM	7-9a	---T---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TODAY SHW< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12    09/23/12    ---T---            1    \$800.00    0.00															
E 22	KARE	09/20/12	09/20/12	M-F 9-10a TODAY	CM	9-10a	---T---	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
TODAY SHW2-NBC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12    09/23/12    ---T---            1    \$350.00    0.00															
E 23	KARE	09/18/12	09/18/12	Tonight Show Tonight Show	CM	1035pm-1135pm	-T-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TONITE SHW-NBC< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12    09/23/12    -T-----            1    \$800.00    0.00															
E 24	KARE	09/18/12	09/18/12	M-F 2-3p The Doctors	CM	2P-3P	-T-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
DOCTORS< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12    09/23/12    -T-----            1    \$300.00    0.00															
E 25	KARE	09/18/12	09/18/12		CM	430-5P	-T-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00

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 Product Desc: ALLI.FOR BETTER MN  
 Estimate: 1595

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 430-5p Jeopardy											
				JEOPARDY<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$900.00		0.00						
E 26	KARE	09/18/12	09/18/12	M-F 5-530p KARE 11 5 News	CM	5-530p	-T-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				KARE11NWS-5<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$2,000.00		0.00						
E 27	KARE	09/18/12	09/18/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	-T-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
				ENT TONIGHT 30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$1,800.00		0.00						
E 28	KARE	09/18/12	09/18/12	Today Show Today Show	CM	7-9a	-T-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				TODAY SHW<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$800.00		0.00						
E 29	KARE	09/18/12	09/18/12	M-F 9-10a TODAY	CM	9-10a	-T-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				TODAY SHW2-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$350.00		0.00						
E 30	KARE	09/19/12	09/19/12	M-F 3-4p DR OZ	CM	3-4p	--W----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				DR. OZ<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$450.00		0.00						
E 31	KARE	09/19/12	09/19/12	M-F 4-430p KARE 11 4 News	CM	4-430P	--W----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				KARE11NEWS@4PM<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$400.00		0.00						
E 32	KARE	09/19/12	09/19/12	M-F 6-630p KARE 11 6 News	CM	6-630p	--W----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				KARE11NWS-6<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$2,000.00		0.00						
E 33	KARE	09/19/12	09/19/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	--W----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				KARE11-SUNRS@6<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$850.00		0.00						
E 34	KARE	09/19/12	09/19/12	Today Show Today Show	CM	7-9a	--W----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				TODAY SHW<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$800.00		0.00						
													Totals	34	\$34,000.00